

Parkergrams

Published by

The Parker Pen Company
Janesville, Wisconsin

VOLUME XXII No. 1

February 1, 1934



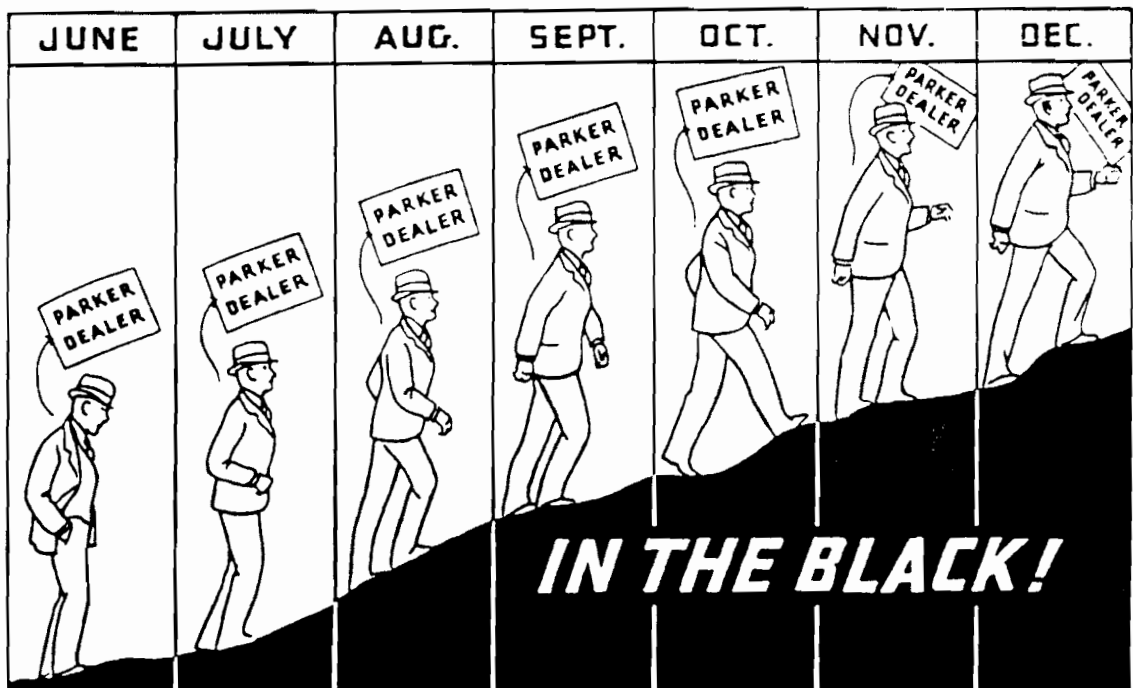
MR. GEO. S. PARKER

Mr. Parker's Promise in July 1933:

"We pledge the world's fountain pen dealers that this revolutionary VACUMATIC pen and this sweeping advertising program will lift the pen business to a new high plane of prosperity as the Parker Duofold did in 1922."

Mr. Parker's Fulfillment in the past 6 months:

"An increase of 32% in Parker Pen Sales"



Like "Knee-Action" in Motor Cars -

THE PARKER VACUMATIC PRINCIPLE IS THE 1934 SENSATION IN PENS

2 SEPARATE ADVERTISING CAMPAIGNS IN 11 MAGAZINES AT ONCE!

One campaign featuring Parker VACUMATIC Pens and Pencils, another selling Parker Quink, will send a continuous Parade of customers into stores of Parker Dealers.

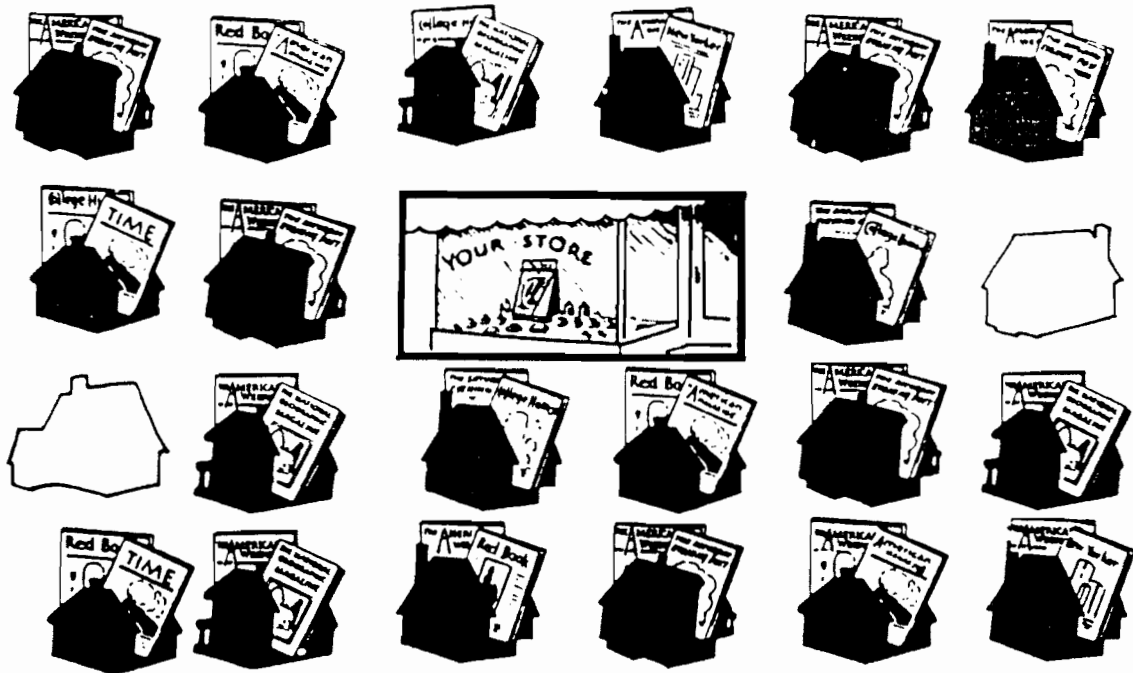
— VACUMATIC SCHEDULE —

Saturday Evening Post
Time
American Magazine
Red Book
New Yorker
National Geographic
College Humor

— QUINK SCHEDULE —

American Magazine
Good Housekeeping
New Yorker
College Humor
Saturday Evening Post
American Weekly
National Geographic
Time
Liberty
Red Book
Colliers

This pictures the local coverage of 18 million Parker magazine and newspaper ads which will appear during the first half of 1934.



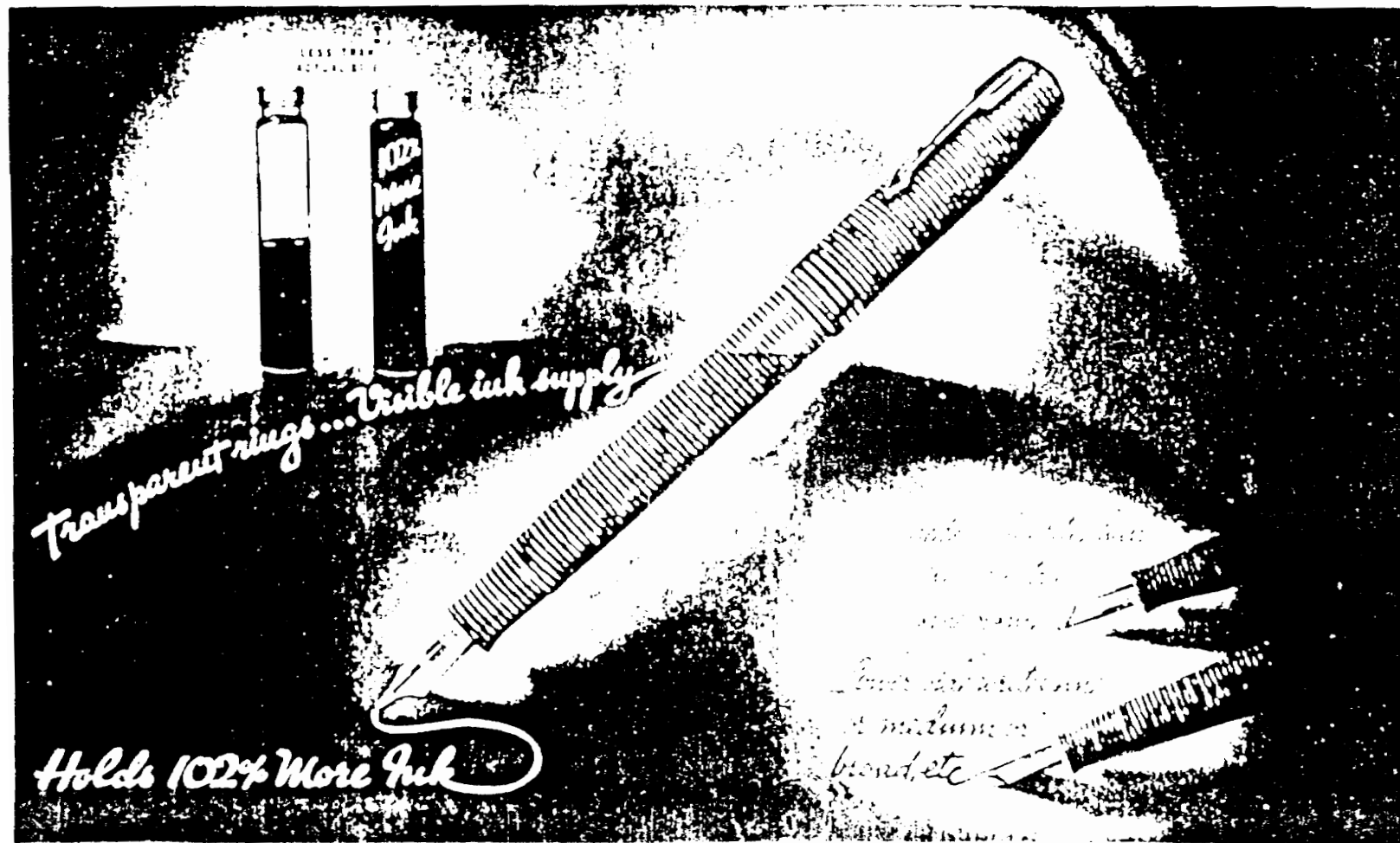
18 out of every 20 homes of native white families will be covered.

Nearly double the amount of Parker advertising that appeared the first 6 months of last year!

WHY THE SACLESS VACUMATIC

—with Ever-Visible Ink Supply—and Twice as Much of It—

WILL "TAKE YOU PLACES" IN LEARNING AND EARNING



And Why the Youth of America will Never Again be Slowed Down by Pens that run dry in the midst of their work!

Youth, with its vigorous spirit, has been quick to lead the great procession of alert-brained people who are casting aside their old-type rubber ink-sac pens and carrying this utterly new and basically different creation.

Save your old pen for sentiment, if you like, but give yourself—or your favorites—the one pen people have always wanted—never could have until now. For not until now has a way been



Over-Size Vacumatic Pen, \$10, Pencil to Match, \$3.50
Jet or Colored Transparent Vacumatic Pen, \$5, Pencil, \$2.50

known to make a sacless pen without piston pump, valves, or old-time parts that fail to endure. That's why sac-type pens have ruled supreme, notwithstanding that 250 sacless pens were patented before this Vacumatic was invented.

But now neither old-time sac nor sacless pens can keep you abreast of this new-day efficiency in writing.

Invented by a Scientist at the University of Wisconsin, and developed by Parker, the Vacumatic Filler forever ends the last objection to a fountain pen—ends having it run out of ink—ends having it quit on the job—in the midst of your writing. For it holds 102% more ink than sac-type pens of equal size, and its transparent rings show the ink within—show when to refill, if held to the light. Parker guarantees it mechanically perfect.

Go to any stationer's, druggist's, jeweler's, or department store, and see how it fills by vacuum.

And try writing different ways for different work

with its All-Purpose Point—a point of precious Platinum and Gold, Iridium tipped, perfectly formed to write on both sides without adjustment, and as smooth as the bearing of a watch.

The revolutionary Vacumatic is styled unlike any pen you've ever seen before—a barrel as shimmering as velvet—rings of Pearl and Jet, or Pearl and Transparent Amber—layer on layer—laminated—and yet non-breakable. Not only ultra-smart, but design patented—hence wholly exclusive.

All stores selling pens are demonstrating daily. Don't deny yourself the privilege of trying this wonder of science. Go and see it today. The Parker Pen Company, Janesville, Wisconsin.



This Ink Discovery Makes a Pen a Self-Cleaner

To get the best results from your new Vacumatic Filler—or from any pen—ask your dealer for Parker Quink. This new quick drying, non-clogging writing ink contains a secret solvent that cleans a pen as it writes. If you want to try before you buy Quink, send two 3 cent stamps for 40,000 word demonstrator bottle.

As Advertised in The Saturday Evening Post February 17th 1934

Again in 1934 Parker Pens are Awarded
the First Page of the Saturday Evening Post

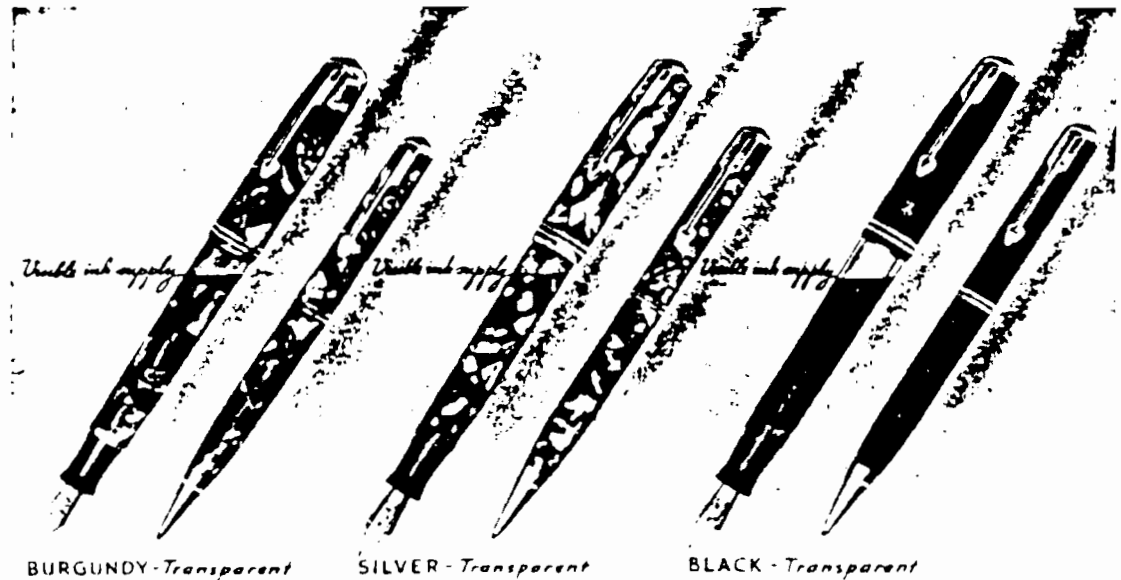
— THE PREFERRED POSITION —

Every four weeks throughout the year

Guaranteeing year-round turnover to Parker dealers.

Nine other magazines and Sunday newspapers are employed
to create in the public the desire to own a VACUMATIC pen.

One Parker Innovation at \$5.00
IS EXPECTED
TO TRIPLE VACUMATIC SALES IN 1934.



COLOR IN \$5.00 TRANSPARENT VACUMATICS

In seven short months, the Parker VACUMATIC Pen with its sparkling beauty and basic improvements has brought about a rebirth of the high-priced pen business—has risen to complete and overwhelming dominance in the price range. Read what dealers say:

"Sold more Parker VACUMATICS than any other pens in the price range."

John E. Daly, Milwaukee, Wis. dealer.

"Outsells all pens bought by students, regardless of price."

Crane's Student Supply, Minneapolis dealer.

"The acceptance accorded to the VACUMATIC line by the buying public has surpassed all our expectations; all orders sent in to you have been sold in their entirety before arrival of the goods."

The River Plate Supply Co., Buenos Aires
Parker distributor in Argentine.

"Our stock of VACUMATIC Pens is exhausted, and we are sending you an order covering new stock."

Kelso-Jordan Sales Co., Cristobal
Parker distributor in Panama and Canal Zone.

And this is what Parker is doing to make 1934 a record-breaking year for every pen dealer:

1. New Transparent VACUMATICS in colors at \$5.00—Pencils to match \$2.50. This innovation promises to triple the demand for VACUMATICS—just as colors did when introduced in the Duofold at \$5.00.

2. New Slender model in Transparent Pearl VACUMATIC at \$7.50.

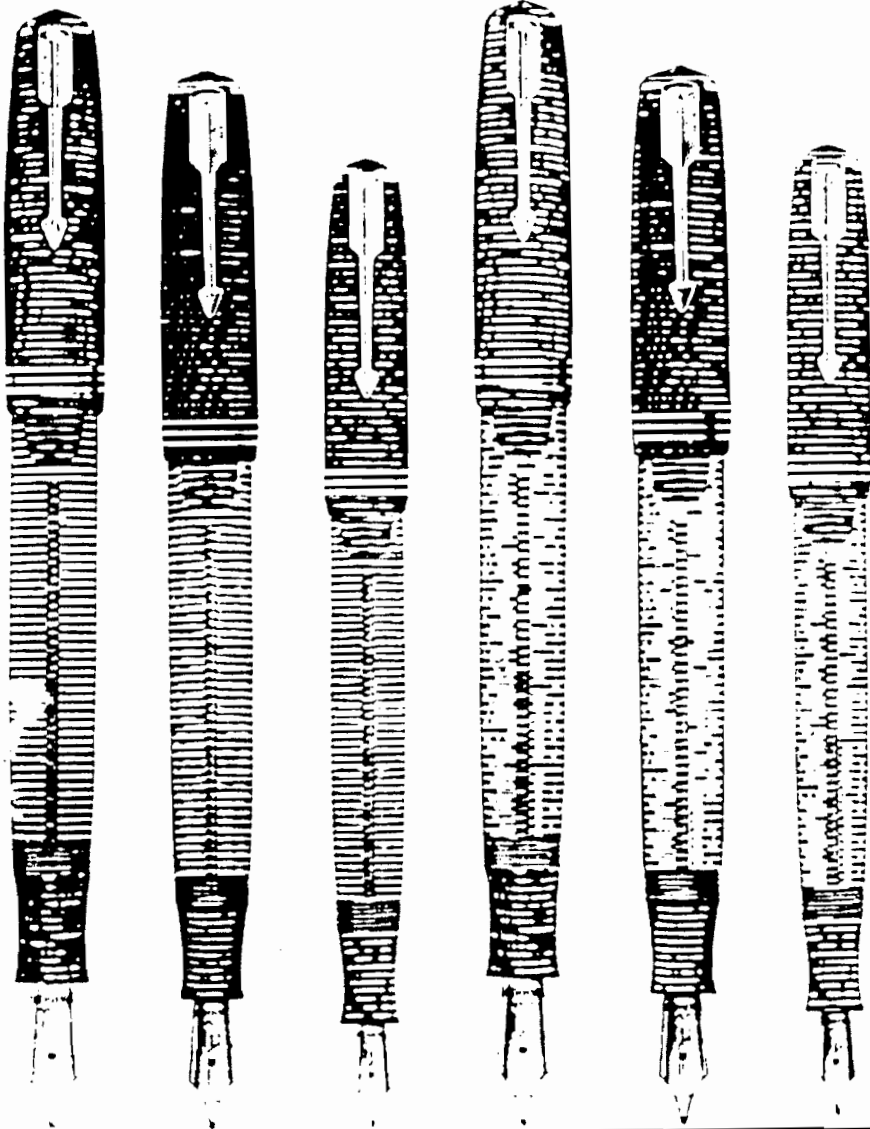
3. The New Parker Challenger line at \$2.50 for pen, \$1.25 for pencil and \$3.75 per pen and pencil set.

Parker now offers in the Parker Challenger a sac pen at \$2.50 which rivals many sac pens selling at \$5.00,—a full standard size pen with famous push button filler,—a remarkable value that will outsell any sac pen made.

With these new lines, Parker now puts dealers in every market—from \$1.25 sac pens up to the Over-size VACUMATIC at \$10.00. Parker is backing dealers with a perfectly planned advertising campaign and a set of timely merchandising plans which will mean more and bigger profits for Parker dealers in 1934.

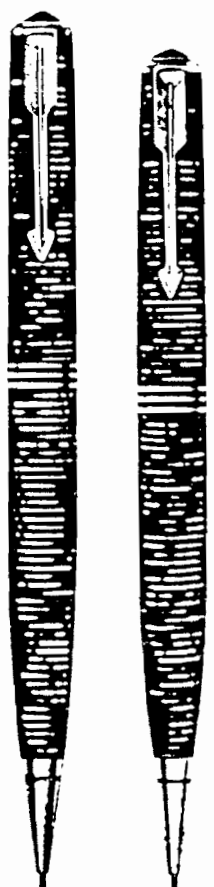
Parker VACUMATIC

*Shows
& When
to
Refill*



49 47 45 39 37 35

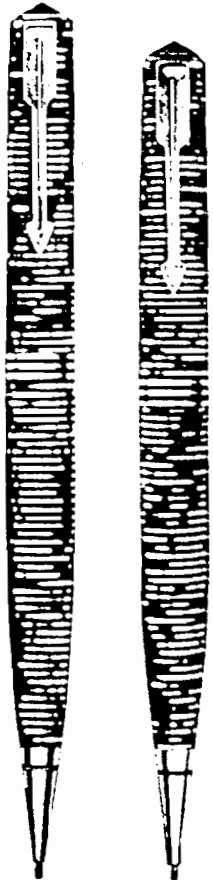
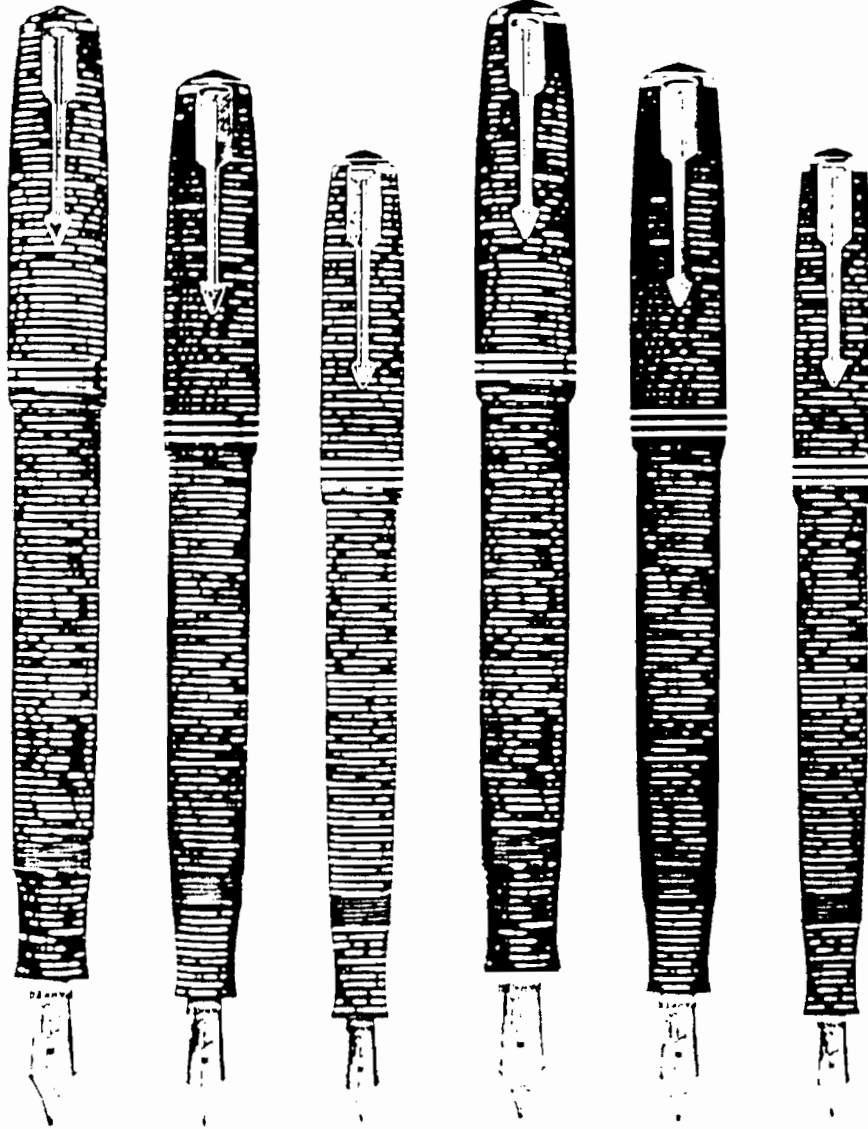
	Transparent Laminated Pens		
	Oversize Pen	Standard Pen	Slender Pen
List price	\$10.00	\$7.50	\$7.50
Silver pearl	39	37	35
Burgundy pearl	49	47	45



589 585
Oversize Standard
\$2.50 \$2.50
Burgundy pearl
Laminated pencil
matches both the
transparent and
the opaque pens

Parker VACUMATIC

holds
102%
more
ink



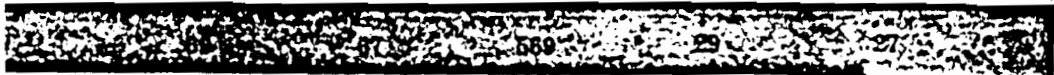
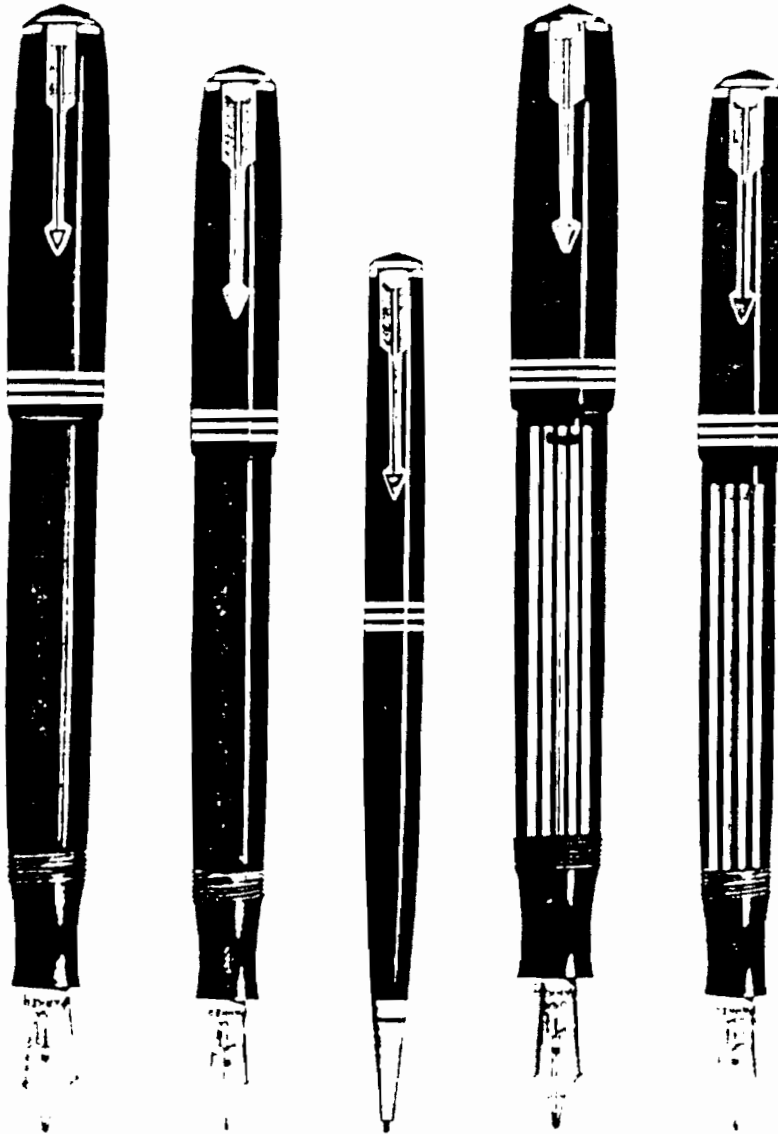
	Opaque Laminated Pens		Slender
	Oversize	Standard	
List price	Pen	Pen	Pen
	\$10.00	\$7.50	\$7.50
Silver pearl	79	77	75
Burgundy pearl	89	87	85



579 575
Oversize Standard
\$2.50 \$2.50
Silver Pearl
Laminated pencil
matches both the
transparent and the
opaque pen

Parker VACUMATIC

*Reversible
Point
Writes
2 Ways*



	Oversize Pen	Standard Pen	Pencil
List price	\$10.00	\$7.50	\$2.50
Black	69	67	569
Transparent black	29	27	



1577

Parker Thermometer
\$2.50
Laminated silver-
pearl case

Parker VACUMATIC

*Abolishes
Sac,
Piston,
Valves*



183

173

163

193

181

171

161



681

671

List price
Black
Grey
Burgundy
Crystal

Junior
Pen
\$5.00
163
173
183
193

Slender
Pen
\$5.00
161
171
181

Pencil
\$2.50
661
671
681



Pencils match bo
the Junior and t
Slender pen.

Biggest Dollar for Dollar Value in

Parker Challenger



Parker Challenger

	Long pen	Short pen	Pencil
List price	\$2.50	\$2.50	\$1.25
Black	259	257	757
Burgundy	279	277	777
Grey	289	287	787
Green	299	297	797

Parkette De Luxe



Parkette De Luxe

	Regular pen	Slender pen	Pencil
List price	\$1.75	\$1.75	\$1.25
Black	355	351	851
Burgundy	375	371	871
Grey	385	381	881
Green	395	391	891

Parkette

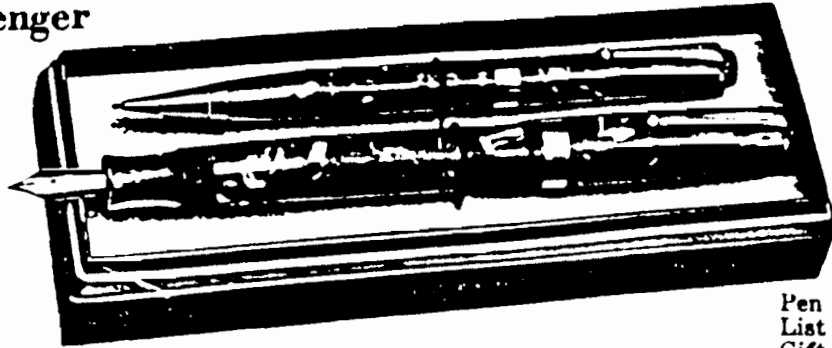


Parkette

	Pen	Pencil
List price	\$1.25	\$.75
Black	303	803
Burgundy	323	823
Grey	313	813
Green	333	833

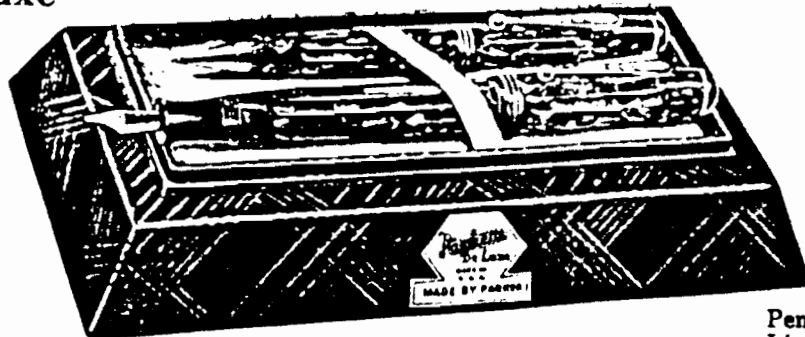
Parker's Three Low Priced Lines

Parker Challenger



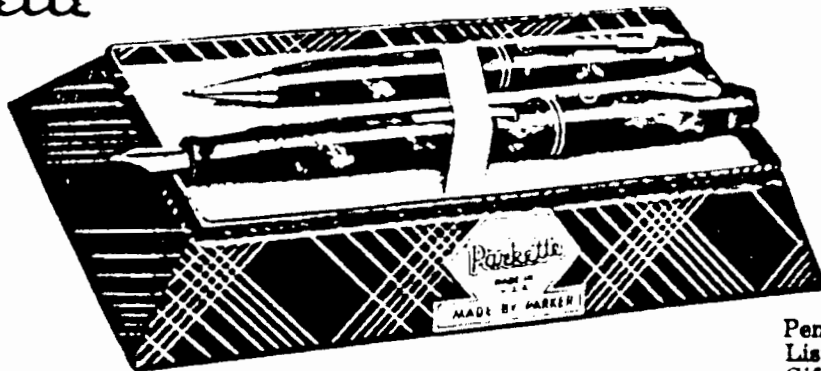
Pen and Pencil Set
List price \$3.75
Gift box included

Parkette De Luxe



Pen and Pencil Set
List price \$2.95
Gift box included

Parkette



Pen and Pencil Set
List price \$1.95
Gift box included

Each of the three lines is available in four colors—black, burgundy, grey, green.
The Challenger and Parkette De Luxe Pens are made in two sizes, long and short.
The Parkette pen is made in one standard size only.

Parker Quink

Never
clogs
the
Pen



4 oz.



2 oz.



(8 oz.)
½ pint

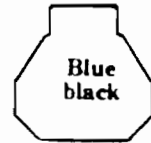


(16 oz.)
pint



(32 oz.)
quart

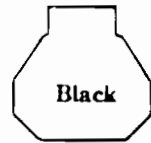
Six Permanent Colors



Blue
black



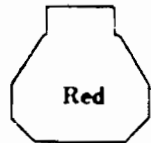
Royal
blue



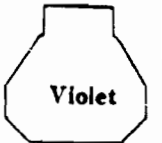
Black



Green

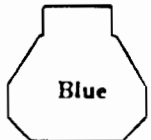


Red



Violet

Two Washable Colors



Blue



Black

30 Million Parker Pen Users Want Quink for Their Pens

List price	2 oz.	4 oz.	½ pint	pint	quart
Dozen	2.00	3.25	6.00	9.00	15.00
Gross	24.00	39.00	72.00	108.00	180.00



PARKER QUINK
is a superior writing
fluid,
brilliant in color,
quick drying on paper,
free from sediment
due to a secret
solvent.

SPECTACULAR NEW
QUINK FLASHER DISPLAY
FREE!

With each *Quink* order for \$40.00 list, less discount.



QUINK FLASHER DISPLAY NO. 918

This beautiful, brand new Quink flasher is built on a semi-circular wooden base 18 inches wide. Two strong upright panels—one in the shape of a gold pen, the other supporting the die-cut lettering "Quink"—are mounted into two grooves in the base.

The lamp with flasher is inserted from the back. A unique lighting effect is achieved because of the fact that the panel in the shape of the gold pen is covered with a gold metal foil and the board supporting the Quink lettering is covered with a silver metal foil.

If purchased in small quantities the cost of this stunning flasher would be prohibitive. But Parker placed a large order to enable every dealer immediately placing a \$40.00 list order for Quink to get one absolutely free. Place your order now—before all displays are taken.

The electric flasher can be supplied for either 110 Volts or 220 Volts. Since it will work on either A. C. or D. C. current, all we need know is whether your current supply is 110 or 220 Volts.

Net weight ----- 3 lbs.
 Gross weight ----- 4 lbs.
 Measurement ----- 22x16"

NEW PARKETTE EASELS

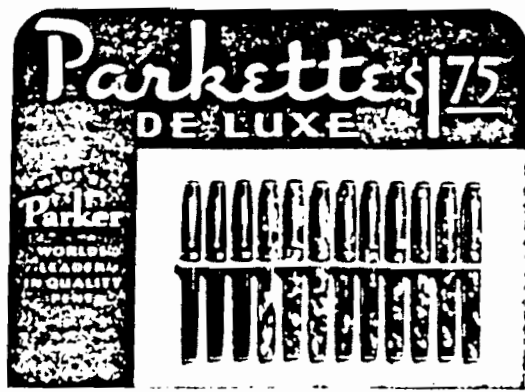
furnished gratis to Parker dealers

These effective Display Stands will help you to make more sales



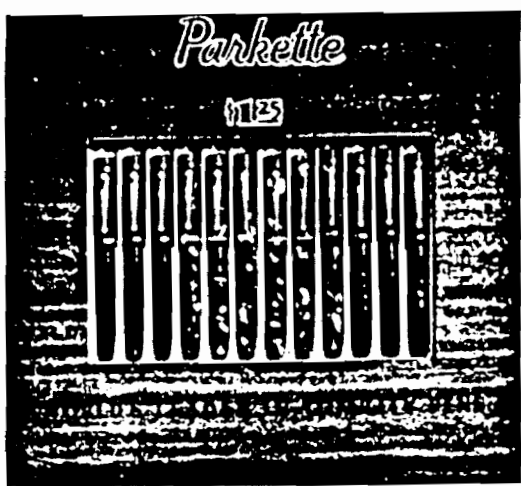
Parkette Pen Easel No. 929
Lithographed in buff and blue—size 13" x 12".

Assortment "E"
12 Parkette pens @ \$1.25 assorted in 4 colors
List \$15.00 less discount
1 Easel No. 929 FREE



Parkette DeLuxe Easel No. 930
Lithographed in buff and green—size 14" x 12".

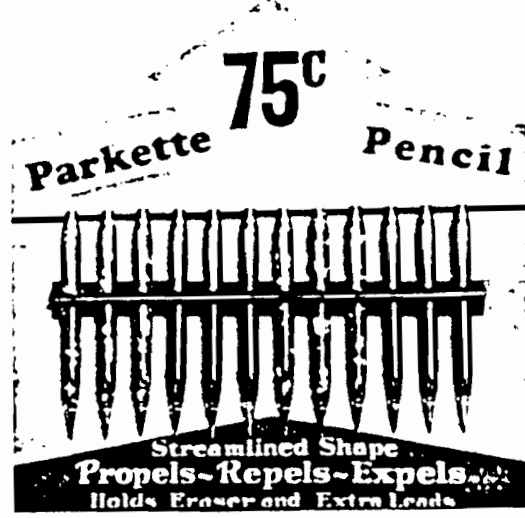
Assortment "F"
12 Parkette DeLuxe pens @ \$1.75 assorted in 4 colors
List \$21.00 less discount
1 Easel No. 930 FREE



Parkette Counter Case No. 913
Made of Ayous Mahogany with glass window.
Size 12" x 11". Net weight: 1 1/4 lbs.
Gross weight, complete with 2 dozen pens: 3 1/4 lbs.

Assortment "A"
12 Parkette Pens @ \$1.25
12 Parkette DeLuxe Pens @ \$1.75
Total list \$36.00 less discount

Assortment "B"
24 Parkette Pens @ \$1.25
Total list \$30.00 less discount
1 Parkette Case No. 913 FREE



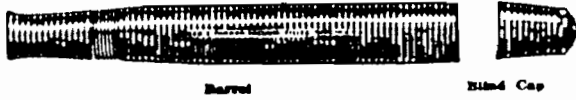
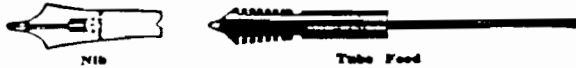
Parkette Pencil Easel No. 915
Printed in two colors—Size 11" x 11".

Assortment "I"
12 Parkette Pencils @ \$.75
assorted in 4 colors
Total list \$9.00, less discount
1 Easel No. 915 FREE

Parkette orders acceptable for shipment from the factory must be for a minimum of one dozen units.

PARKER REPAIR PARTS PRICE LIST

PENS

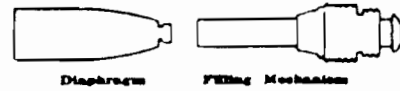


VACUMATIC PEN PARTS-

List Price of Pen	\$10.00	\$7.50	\$5.00
Parts	Vacumatic	Vacumatic	Vacumatic
Nib	4.50	3.50	2.00
Tube Feed	.30	.30	.80
Barrel	2.10	1.50	1.00
Filler Unit	.90	.90	.90
Blind Cap	.50	.40	.20
Outer Cap	1.70	1.10	.70
Clip Screw	.15	.15	.15
Clip	.60	.60	.60
Ring Crown		.60	.60

The Filler Unit Consists of:

Filling Mechanism	.80
Diaphragm	.10



DUOFOLD PEN PARTS

When ordering parts, be sure to specify size of pen. In case of barrel and outer cap, also give the color and whether streamline or straight shape.

Illustrations show streamline parts.

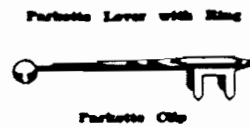
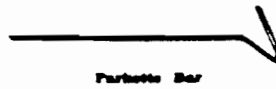


	\$10.00 Deluxe Senior	\$8.50 Deluxe Junior	\$7.50 Deluxe Lady	\$6.00 Deluxe Midget	\$7.00 Duofold Senior	\$5.00 Duofold Junior	\$5.00 Duofold Lady	\$5.00 Duofold Midget
Nib	5.00	4.00	3.50	3.50	3.50	2.50	2.50	2.50
Feed	.15	.15	.15	.15	.15	.15	.15	.15
Section	.15	.15	.15	.15	.15	.15	.15	.15
Barrel	2.20	1.90	1.60	1.30	1.40	.90	.80	.80
Blind Cap	.10	.10	.10	.10	.10	.10	.10	.10
Bar	.10	.10	.10	.10	.10	.10	.10	.10
Sac	.10	.10	.10	.10	.10	.10	.10	.10
Outer Cap	2.20	1.90	1.60	1.30	1.40	.90	.80	.80
Inner Cap	.20	.20	.20	.20	.20	.20	.20	.20
Clip	.30	.30	.30	.30	.30	.30	.30	.30
Ring			.30	.30			.30	.30

OTHER PARKER PEN PARTS

List Price 359-358-357 473-483-493
of Pen Parts 200 Series 400 Series

	Challenger
Nib	1.75
Feed	.15
Section	.15
Barrel	.70
Blind Cap	.10
Bar	.10
Sac	.10
Outer Cap	.70
Clip Screw	.10
Clip	.30
Ring	.30

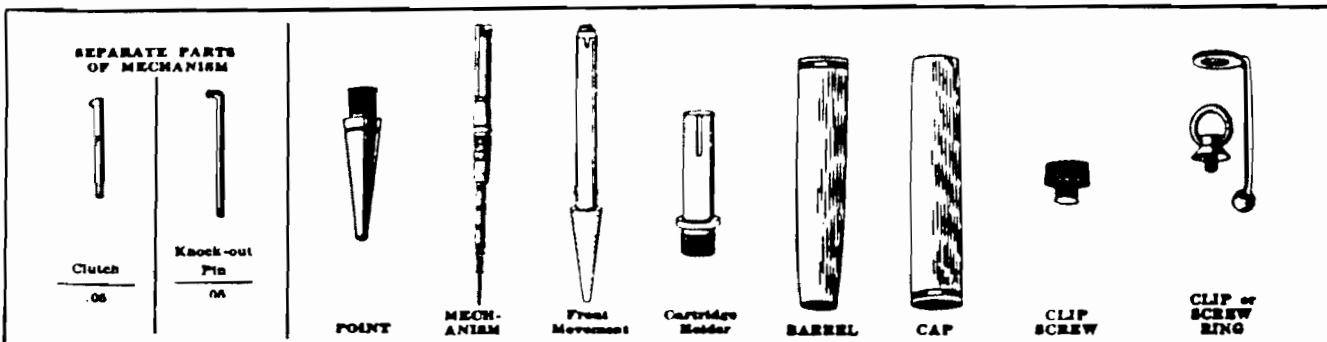


PARKETTE PEN PARTS

List Price of Pen Parts	\$1.75 Parkette Deluxe	\$1.25 Parkette
Nib	1.00	.75
Feed	.10	.10
Section	.15	.15
Barrel	.70	.40
Sac	.10	.10
Bar	.02	.02
Lever and Ring	.08	.08
Cap	.60	.40
Clip	.10	.10

PARKER REPAIR PARTS PRICE LIST

PENCILS



VACUMATIC PENCIL PARTS

List Price of Pencil Parts	\$2.50 Pencil
Point	.40
Mechanism	1.00
Barrel	.60
Cap	.80
Clip Screw	.15
Clip	.50
Ring Crown	.50

DUOFOLD STREAMLINE PENCIL PARTS

List Price of Pencil Parts	\$5.00 Deluxe Senior	\$4.00 Deluxe Junior	\$3.50 Deluxe Lady	\$4.25 Duofold Senior	\$3.75 Duofold Junior	\$3.25 Duofold Lady
Point	.80	.70	.60	.80	.70	.60
Mechanism	1.50	1.30	1.10	1.50	1.30	1.10
Barrel	1.40	1.00	.90	.90	.80	.70
Cap	1.40	1.00	.90	.90	.80	.70
Clip Screw	.10	.10	.10	.10	.10	.10
Clip	.30	.30	.30	.30	.30	.30
Ring			.30			.30

DUOFOLD PENCIL PARTS

List Price of Pencil Parts	Midget \$3.00	Midget Deluxe \$2.50
Front Movement	1.20	1.20
Barrel	1.20	.80
Cap	.60	.40
Clip Screw	.10	.10
Clip	.30	.30
Ring	.30	.30

OTHER PARKER PENCIL PARTS

List Price of Pencil Parts	858-857 Series	Challenger 400 Series
Front Movement	.75	.60
Cartridge Holder	.10	.10
Barrel	.40	.25
Clip Screw	.10	.10
Cap	.40	.25
Clip	.30	.30
Ring	.30	.30

PARKETTE PENCIL PARTS

List Price of Pencil Parts	\$1.25 Parkette Deluxe	\$.75 Parkette
Front Movement	.30	.30
Cartridge Holder	.10	.10
Barrel	.40	.30
Cap	.60	.40
Clip	.10	.10

DUOFOLD GOLD CAP PENCIL PARTS

Point	Senior \$1.00	Junior \$.90	Lady or Pastel \$.80
Barrel, Ebony and Pearl	1.90	1.30	1.20
Barrel, Other Duofold	.90	.80	.70
Movement, without clip	1.60	1.30	1.10
Movement, with clip	1.80	1.60	1.40
Clip	.30	.30	.30
Cap	.40	.40	.40
Cap with Ring			.60

PENCIL SUPPLIES

BLACK LEADS

- 7 Grades
- SB extra soft
- B soft
- MB medium soft
- F firm
- M medium hard
- SH hard
- 4H very hard

COLORED LEADS

- Purple
- Red
- Blue
- Green

Eraser, package .10
 Size: Senior, Junior, Lady.
 Specify whether for streamline or metal cap pencil.

RETAINER

The socket is divided into two parts: the retainer, which is attached to the base, and the bowl, which is the receptacle for the pen or pencil.

Prices for parts are shown below:

Screw Retainer—Gold Plated	List price \$.80
Price includes retainer, nut and bar.	
Snap Retainer—Gold Plated	.80
Chrome Plated	.80
Oxidized for C base	.60

Price includes collar which is fitted into base.

DESK SET PARTS

Bowl—With Gold Bands	List price \$.80
With Chrome Bands	.80
Oxidized for C base	.60

Size: Pen: Senior Junior Lady; Pencil: Senior Junior Lady

TAPER

Taper With Gold Band	List price \$.80
With Chrome Band	.80
Banded, black only	.30

All sizes for pen or pencil
 Price: Senior Junior Lady

We shall be glad to furnish reprints of this and the preceding page. Request Price List No. 116.